

Express Mail No. EV242440216US  
UV-55 Cont.

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Steven J. Reynolds et al.  
Filed : Concurrently herewith  
For : SYSTEMS AND METHODS FOR ADVERTISING  
TELEVISION NETWORKS, CHANNELS, AND  
PROGRAMS

New York, New York 10020  
February 19, 2004

Mail Stop PATENT APPLICATION  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

In accordance with 37 C.F.R. §§ 1.56 and 1.97,  
applicants wish to call the attention of the Examiner to  
the following documents:

U.S. Patent Documents

4,694,490	Harvey et al.	09/15/87
4,704,725	Harvey et al.	11/03/87
4,965,825	Harvey et al.	10/23/90
5,109,414	Harvey et al.	04/28/92
5,233,654	Harvey et al.	08/03/93
5,335,277	Harvey et al.	08/02/94
5,559,548	Davis et al.	09/24/96
5,559,549	Hendricks et al.	09/24/96
5,585,866	Miller et al.	12/17/96
5,589,892	Knee et al.	12/31/96
5,600,364	Hendricks et al.	02/04/97
5,600,573	Hendricks et al.	02/04/97
5,635,978	Alten et al.	06/03/97

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /R.H./

5,659,350	Hendricks et al.	08/19/97
5,682,195	Hendricks et al.	10/28/97
5,734,853	Hendricks et al.	03/31/98
5,740,549	Reilly et al.	04/14/98
5,760,821	Ellis et al.	06/02/98
5,940,073	Klosterman et al.	08/17/99
5,974,222	Yuen et al.	10/26/99
5,995,092	Yuen et al.	11/30/99
6,151,059	Schein et al.	11/21/00
6,177,931	Alexander et al.	01/23/01
6,198,509	Dougherty et al.	03/06/01
6,263,501	Schein et al.	07/11/01
6,323,911	Schein et al.	11/27/01
6,388,714	Schein et al.	05/14/02

Foreign Patent Documents

WO 95/07003	PCT	03/09/95
WO 95/32585	PCT	11/30/95
WO 96/09721	PCT	03/28/96
WO 96/34491	PCT	10/31/96
WO 96/41471	PCT	12/19/96
WO 97/18675	PCT	05/22/97
WO 97/31480	PCT	08/28/97
WO 97/42763	PCT	11/13/97
WO 97/48230	PCT	12/18/97
WO 97/49237	PCT	12/24/97
WO 97/49242	PCT	12/24/97
EP0822718A1	EPO	02/04/98
WO 98/06219	PCT	02/12/98
WO 98/20675	PCT	05/14/98
WO 98/26569	PCT	06/18/98

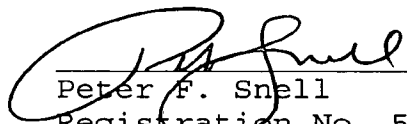
These documents, which are listed on the  
accompanying Form PTO-1449 (submitted in duplicate), were

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /R.H./

either cited by or submitted to the U.S. Patent Office in Reynolds et al. U.S. Patent Application No. 09/217,100, filed December 16, 1998, from which the present application claims priority under 35 U.S.C. § 120. Accordingly, pursuant to 37 C.F.R. § 1.98(d), no copies of these documents accompany this Information Disclosure Statement. It is respectfully requested that these documents be: (1) fully considered by the Patent and Trademark Office during examination of this application; and (2) printed on any patent which may issue on this application.

Applicants respectfully request that a copy of Form PTO-1449, as considered and initialed by the Examiner, be returned with the next communication.

Consideration of the foregoing in relation to this patent application is respectfully requested.



---

Peter F. Snell  
Registration No. 52,235  
Agent for Applicants

FISH & NEAVE  
Customer No. 1473  
1251 Avenue of the Americas  
New York, New York 10020  
Tel.: (212) 596-9000  
Fax: (212) 596-9090

FORM PTO-1449

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEINFORMATION DISCLOSURE  
STATEMENT BY APPLICANTS

DOCKET NO.

UV-55 Cont.

APPLICATION NO.

Not yet assigned

APPLICANTS

Steven J. Reynolds et al.

CONFIRMATION NO.

Not yet assigned

FILING DATE

Concurrently herewith

GROUP ART UNIT

Not yet assigned

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	4,694,490	09/15/87	Harvey et al.			
	4,704,725	11/03/87	Harvey et al.			
	4,965,825	10/23/90	Harvey et al.			
	5,109,414	04/28/92	Harvey et al.			
	5,233,654	08/03/93	Harvey et al.			
	5,335,277	08/02/94	Harvey et al.			
	5,559,548	09/24/98	Davis et al.			
	5,559,549	09/24/96	Hendricks et al.			
	5,585,866	12/17/96	Miller et al.			
	5,589,892	12/31/96	Knee et al.			
	5,600,364	02/04/97	Hendricks et al.			
	5,600,573	02/04/97	Hendricks et al.			
	5,635,978	06/03/97	Alten et al.			
	5,659,350	08/19/97	Hendricks et al.			
	5,682,195	10/28/97	Hendricks et al.			
	5,734,853	03/31/98	Hendricks et al.			
	5,740,549	04/14/98	Reilly et al.			
	5,760,821	06/02/98	Ellis et al.			
	5,940,073	08/17/99	Klosterman et al.			
	5,974,222	10/26/99	Yuen et al.			

EXAMINER

DATE CONSIDERED

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicants.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /R.H./

FORM PTO-1449

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEINFORMATION DISCLOSURE  
STATEMENT BY APPLICANTS

DOCKET NO.

UV-55 Cont.

APPLICANTS

Steven J. Reynolds et al.

FILING DATE

Concurrently herewith

APPLICATION NO.

Not yet assigned

CONFIRMATION NO.

Not yet assigned

GROUP ART UNIT

Not yet assigned

## U.S. PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILING DATE IF APPROPRIATE
	5,995,092	11/30/99	Yuen et al.			
	6,151,059	11/21/00	Schein et al.			
	6,177,931	01/23/01	Alexander et al.			
	6,198,509	03/06/01	Dougherty et al.			
	6,263,501	07/11/01	Schein et al.			
	6,323,911	11/27/01	Schein et al.			
	6,388,714	05/14/02	Schein et al.			

## FOREIGN PATENT DOCUMENTS

EXAMINER INITIAL	DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
						YES	NO
	WO 95/07003	03/09/95	PCT				
	WO 95/32585	11/30/95	PCT				
	WO 96/09721	03/28/96	PCT				
	WO 96/34491	10/31/96	PCT				
	WO 96/41471	12/19/96	PCT				
	WO 97/18675	05/22/97	PCT				
	WO 97/31480	08/28/97	PCT				
	WO 97/42763	11/13/97	PCT				
	WO 97/48230	12/18/97	PCT				
	WO 97/49237	12/24/97	PCT				
	WO 97/49242	12/24/97	PCT				
	EP0822718A1	02/04/98	EPO				
	WO 98/06219	02/12/98	PCT				

EXAMINER

/Robert Hance/

DATE CONSIDERED

04/24/2008

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicants.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /R.H./

FORM PTO-1449

U.S. DEPARTMENT OF COMMERCE  
PATENT AND TRADEMARK OFFICEINFORMATION DISCLOSURE  
STATEMENT BY APPLICANTS

DOCKET NO.

UV-55 Cont.

APPLICANTS

Steven J. Reynolds et al.

FILING DATE

Concurrently herewith

APPLICATION NO.

Not yet assigned

CONFIRMATION NO.

Not yet assigned

GROUP ART UNIT

Not yet assigned

	WO 98/20675	05/14/98	PCT				
	WO 98/26569	06/18/98	PCT				

## OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER INITIAL	

EXAMINER

/Robert Hance/

DATE CONSIDERED

04/24/2008

EXAMINER: Initial if citation considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not conformance and not considered. Include copy of this form with next communication to applicants.

ALL REFERENCES CONSIDERED EXCEPT WHERE LINED THROUGH. /R.H./